



# A study of passenger satisfaction and service quality of selected airlines in Nigeria

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## General Note



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## ABSTRACT

The aim of this research is to conduct a comparative study of passenger satisfaction and service quality in Nigeria among the considered airlines (Virgin Atlantic, British airways and Med-view airline) on Lagos to London route/flights. The research was based on assessing the level of passenger satisfaction on the airline service quality attributes/dimensions. The study shows and ranked Virgin Atlantic's services first, British airways services second and Med-view airline services third. The common and important services that the airlines respondents indicated to be more important are 'safety and security, 'Appealing appearance, attitude and uniform of employees', 'flight attendant's courteousness', 'Behaviour of Staffs instils confidence in customers', and 'Staffs good communication skills'. A new National carrier should be established by the government and structures and frameworks need to be put in place to ensure good quality services were offered to passengers and services ranked as importance in this research should be giving optimum consideration for better service delivery and return excellent passenger satisfaction.

**Keywords:** Passenger satisfaction, Airline, and Service quality

## 1. INTRODUCTION

Aviation sector has become the most important segment in the economic development of a nation. It plays a vital role in moving people or products from one place to another, be it domestic or international, especially when the distances involved are far (archana and subha, 2012). Air Transportation is the transportation of passengers and cargo by aircraft and helicopters. It is a transport system that involves the movement or carriage by air of persons or goods using airplanes and helicopters (WIE, 2011 cited by Ladan 2012). Air transport is known for its great comfort and very fast speed. It is ideally suitable for long haul and highly competitive short journeys in areas having difficulties with surface transport. It follows a direct line of flight which is unhindered by physical barriers such as mountain and hills.

The aviation industry plays an important role in the aspect of work and leisure to people around the globe. The sector helps to promote and improve quality of life, living standards of people within the nation. All this helps to generate economic growth and poverty alleviation by way of providing employment opportunities, increasing revenues from taxes (Abraham, Saheed, and Chinyere, 2015). The airline industry is the key drive of the travel and tourism industry and also a major contributor to many countries' overall economy through international tourist arrivals and departures. In general, airlines must continuously capture and understand the changing needs of customers and swiftly take action on the changed needs for competitive advantage (Buell *et al.*, 2013 cited by Jianling *et al.*, 2014).

To address customers' concerns and changing needs in a cost-effective, efficient, and satisfactory manner, we must look into customers' entire travel experience, which requires detailing the needs of customers and understanding of the acceptance of offered services, such as the choice of airlines, aircrafts, cabin features, punctuality, etc. (Jianling *et al.*, 2014). In the airline industry understanding what passengers expect is essential to providing desired service quality. It has been suggested that delivering superior service quality is a prerequisite for success and survival in today's competitive business environment (Gilbert and Wong, 2003). Airline providing high service quality to passenger is important because competition is ever increasing as airline firms try to acquire and retain customers. Price and service quality are initially used as the primary competitive weapons. Airline's competitive advantage lies in service quality perceived by customers (Chen *et al.*, 2011).

Service quality is an elusive and abstract construction and, therefore, any attempt to measure it proves difficult. Parasuraman *et al.*, 1985 cited by Giovanna and Silvia, 2006 shows that difficulties arise from the structure through which the service is provided, which the authors have characterized by intangibility, heterogeneity and inseparability: services are *intangible*, since they cannot be easily measured, counted, inventoried, tested and verified in order to ensure their quality before they are marketed; services are *heterogeneous* because it is difficult to guarantee their uniformity, as they are the result of inter-personal interactions (customer and staff), rather than of machines producing objects in series with the same characteristics. Service to customers can differ from company standards, and can easily change from supplier to supplier, from customer to customer or from context to context. Consumer behaviour, which is difficult to standardize, represents a fundamental component of the service process and, therefore, it is capable of influencing the result of service process; services are *inseparable* especially if they imply a strong interaction between the customer and the person providing the service, where customer input is decisive (Giovanna and Silvia, 2006). The level of passenger satisfaction on the services provided can make or mar the airlines reputation and profitability. A more satisfied customer tends to share his experience with his/her relatives, friends and co-workers, which is a strong tool in marketing the quality of services rendered by the airlines.

### The Statement of Research Problem

Deregulation in aviation industry globally, required that an airline as a service provider remains competitive to ensure customer satisfaction as a basic strategy to ensuring patronage and market acceptability. Customer satisfaction in airline operations has become critically important and (Dennett, Ineson, Stone, and Colgate, 2000 cited by Baker, 2013) suggest that as competition created by deregulation has become more intense, service quality in the airline industry has also received more attention. Nigeria is the most populous nation in Africa with over 180 million citizens, which makes her the hub of aviation in West Africa sub-region and Africa at large, though the nation is without any viable national carrier which is making the country to be losing a lot of revenue to its foreign counterparts. The most profitable route to Nigeria is Lagos to London route with 42 to and fro direct trips from both countries (Nigeria and United Kingdom) weekly. Designated airlines on the route agreed by the two countries to fly direct-flight on the routes are British Airways and Virgin Atlantic (from UK) and Med-view airline (from Nigeria).

An up roar came up in 2016 in the aviation industry in Nigeria whereby, more Nigerians boarded with British airways flight than Arik airline which is an indigenous airline. Moreover, Arik airline has stopped International flights due to debt and Med-view airline is now representing Nigeria on the route. In addition, British airways offer higher passenger fare than Arik airline on Lagos to London

route due to this, this study will however use more airline service attributes to assess airline passenger service delivery in Nigeria on the route, which is capable of providing more plausible results in this regard.

## 2. METHODOLOGY

This research is a descriptive survey research on study of passenger satisfaction and service quality on selected airlines in Nigeria. Moreover, only Primary data was employed for this research. The research was conducted on two foreign airlines (British airways and Virgin Atlantic) and a Nigerian airline (Med-view airline), all offering direct flights from Nigeria to United Kingdom. The primary data gotten for this research is a well-structured questionnaire, imputing obtainable SKY-TRAX variables in Nigeria aviation industry. SKY-TRAX is the world organizing body that ranks and rates airlines throughout the world. Moreover, Relative importance index (RII) was used to rate and rank the services of the airlines under consideration.

### RELATIVE IMPORTANCE INDEX (or Relative Satisfaction Index)

The questionnaire required the respondents to indicate their level of satisfaction with service quality variables in the international terminal. The respondents were asked to score on the Like rt scale of 1 to 5 (where 1=Very dissatisfied and 5= Very satisfied) their levels of satisfaction with the facilities and services. Data obtained from the survey were analysed by Relative Importance Index (RII). The RII was calculated from the formula:

$$RII = \frac{\Sigma W}{5N} \text{-----equation 1}$$

Where  $\Sigma W = (5n_5 + 4n_4 + 3n_3 + 2n_2 + 1n_1)$  OR

$$RII = \frac{(5n_5 + 4n_4 + 3n_3 + 2n_2 + 1n_1)}{5N} \text{-----equation 2}$$

$n_1$  is the number of criteria with Strongly dissatisfied?

$n_2$  is the number of criteria with dissatisfied?

$n_3$  is the number with neither satisfied nor dissatisfied?

$n_2$  is the number with satisfied?

$n_1$  is the number of criteria with Strongly satisfied?

N is the total number of questionnaires filled and collected in the area.

### Literature review

Airline is essential to global world as without airline transportation, such industries as leisure and tourism would suffer and international business activities would become much harder to conduct (Tiernan, Rhoades and Waguespack, 2008) the global airline industry consists of some 2000 airlines operating 23,000 aircraft, providing service to some 3750 airports (Air Transport Action Group 2008). High-quality service delivery to passengers is essential for airlines survival and growth especially in a competitive market environment.

### Passenger satisfaction

Satisfaction is an "overall customer attitude towards a service provider" (Levesque and McDougall, 1996 cited by Hansemark and Albinsson, 2004), or an emotional reaction to the difference between what customers anticipate and what they receive (Zineldin, 2000 cited by Hansemark and Albinsson, 2004), regarding the fulfilment of some need, goal or desire (Oliver, 1999 cited by Hansemark and Albinsson, 2004). In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy (Jayaraman *et al.*, 2010). However, in general, Yuksel and Rimmington, (1988) said that it is agreed that customer satisfaction measurement is a post-consumption assessment by the user, about the products or services gained (Jayaraman *et al.*, 2011). Passenger satisfaction has always been one of the reasons for choice of airline by customers due to the level of services provided. Passenger satisfaction can be realized if services provided exceed the expectation of the consumers. However good customer satisfaction does leads to customer loyalty in which will increase the organization or airline's revenue. Therefore, organizations in the same market sector should access and review the quality of services been provided so as to attract and retain customers. Understanding exactly what customers expect is

the most significant step in delivering high service value and finally it is undeniable that can be satisfied (Zeithaml *et al.*, 1990 cited by Dariush and Peyman, 2011).

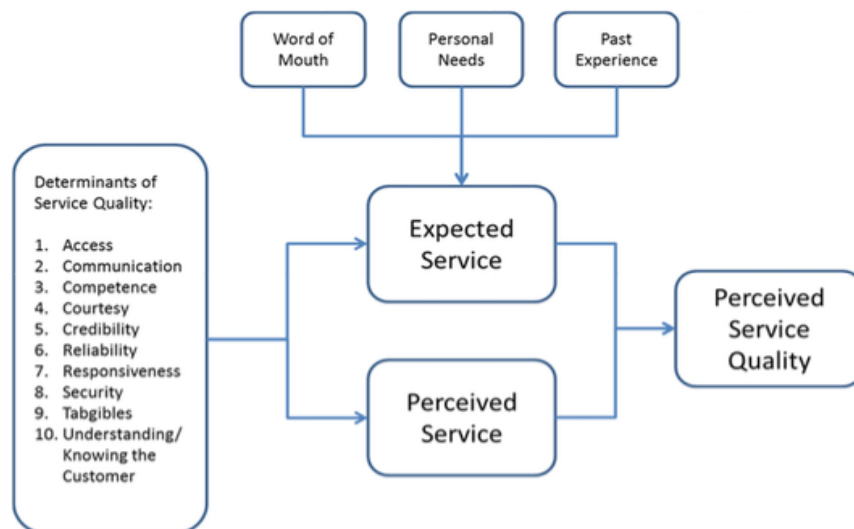
However, in general, Yuksel and Rimmington, (1988) cited by Jayaraman *et al.*, (2010) said that it is agreed that customer satisfaction measurement is a post-consumption assessment by the user, about the products or services gained. The customer's expectations of airline are a function of several factors: the customer's past and direct experience with the airline and similar airlines, word of mouth information about the airline, and the customer's personal needs. Airlines must regularly measure customer satisfaction in order to learn how satisfied their customers are.

### Service quality

Service quality has become an important research topic because of its apparent relationship to costs, profitability, customer satisfaction, customer retention and word of mouth. As for service quality, e.g. American Marketing Organization defines it in two ways: first, it is an area of study that defines and describes how services are delivered so that the service recipient is satisfied; second, high quality service is a delivery of service that meets and exceeds the expectations of the customers (Ekaterina, 2012). Parasuraman *et al.* (1985) state that service quality is defined by the customer evaluation of service outcome and service process as well as a comparison of customer expectations with service performance or rather as the difference of customers' pre-service expectation and post service perception". According to Butler and Keller (1992), service quality is the central feature of each airline company's conducting a business and the customers can define it definitely (Dariush and Peyman, 2011). Delivering high quality service is an essential criterion for the survival and growth of airlines in a competitive environment. Due to the advent of computer system and Internet facilities, airlines attempt to differentiate their services through the use of computerized booking/reservation systems, which were also designed to create customer loyalty and customer relation with their passengers.

### SERVQUAL model

Gronroos (1982) and Parasuraman, Zeithaml and Berry (1988) were the pioneers in the conceptualization of the service quality construct, these authors maintained that the overall perception of quality was a disconfirmation of a customer's expectation and evaluation of a services delivered (Archana and Subha 2012). However, Parasuraman *et al.* 1985 and 1988 for measuring service quality postulated SERVQUAL model. According to expectancy disconfirmation paradigm that formed the basis of SERVQUAL model, service quality was defined as the "gap" between expectation and perception (Parasuraman *et al.*, 1998).



**Figure1** Determinants of perceived service quality (SERVQUAL MODEL) Source: Parasuraman *et al.*, 1985.

Originally, SERVQUAL formulated by Parasuraman *et al.*, (1985) showcased ten various components/determinants of service quality, which are: Reliability, Responsiveness, Competence, Access, Courtesy, Communication, Credibility, Security, Understanding the customer and Tangibles. Later in 1988, these ten components were collapsed into five different dimensions they are: Tangibles, Reliability, Responsiveness, Assurance and Empathy, dimensions sometimes called RATER model. The figure 1 shows the

determinants of perceived service quality. The earlier ten service quality dimensions developed by Parasuraman et al, 1985 are as follows:

- Reliability: the service is carried out in the way it is promised;
- Responsiveness: services are carried out promptly according to the needs of the customers;
- Competence: the staff of the service provider have the knowledge and skills required for delivering the service in a proper way;
- Access: concerns, e.g. opening hours, physical location, etc;
- Courtesy: the staff are polite, friendly, respectful, etc;
- Communication: keeping the customers informed in a language that they can understand and listening to them;
- Credibility: the service provider is trustworthy, believable and honest;
- Security: freedom from danger, risk or doubt;
- Understanding the customer: the service provider makes an effort to understand the needs and wants of the individual customers;
- Tangibles: physical objects that are needed for carrying out the service such as facilities, equipment, etc;

In their study, the data on the 10 attributes were factor analysed and resulted in five dimensions as follows:-

1. Tangibles: the physical facilities, equipment, appearance of personnel;
2. Reliability: the ability to perform the desired service dependably, accurately, and consistently;
3. Responsiveness: the willingness to provide prompt service and help customers;
4. Assurance: employees' knowledge, courtesy, and ability to convey trust and confidence; and
5. Empathy: the provision of caring, individualized attention to customers.

However, SERVQUAL model was explaining that passengers already had formed an image of service satisfaction to be encountered in their mind due word of mouth, past experience and their personal needs which is known as expected service. While the perceived service is the actual satisfaction derived or enjoyed by passengers using the service. Moreover, airlines must continuously improve on their services rendered to their passengers. If the perceived service derived by passengers is greater than their expected service, then we can assume that the passenger is satisfied and vice versa.

### 3. ANALYSIS OF FINDINGS

**Table 1** Interpretation of Satisfaction of Airlines respondents in relation to ranking scale

S/N	Modified SERVQUAL Attributes and Questions	RII (British Airways)	Ranking	RII (Virgin Atlantic)	Ranking	RII (Med-view Airline)	Ranking
<b>RELIABILITY</b> (the ability to perform the desired service dependably, accurately, and consistently)							
1	The airline arrives and depart on-time always	0.837	2 <sup>nd</sup>	0.858	1 <sup>st</sup>	0.502	3 <sup>rd</sup>
2	The airline do meet special needs of customers	0.700	2 <sup>nd</sup>	0.804	1 <sup>st</sup>	0.478	3 <sup>rd</sup>
3	Consistent ground/in-flight services	0.759	2 <sup>nd</sup>	0.804	1 <sup>st</sup>	0.502	3 <sup>rd</sup>
4	Quickness, Sincerity and patience at which problems are resolved	0.815	2 <sup>nd</sup>	0.844	1 <sup>st</sup>	0.420	3 <sup>rd</sup>
<b>ASSURANCE</b> (employees' knowledge, courtesy, and ability to convey trust and confidence)							
5	I feel safe and secure each time I fly with the airline	0.841	2 <sup>nd</sup>	0.851	1 <sup>st</sup>	0.629	3 <sup>rd</sup>
6	Staffs have knowledge to answer questions	0.822	2 <sup>nd</sup>	0.855	1 <sup>st</sup>	0.604	3 <sup>rd</sup>
7	Behavior of Staffs instill confidence in customers	0.804	2 <sup>nd</sup>	0.866	1 <sup>st</sup>	0.625	3 <sup>rd</sup>

8	The flight attendants are courteous always	0.819	2 <sup>nd</sup>	0.866	1 <sup>st</sup>	0.698	3 <sup>rd</sup>
<b>TANGIBLES</b> ( the physical facilities, equipment, appearance of personnel)							
9	Appearance, attitude and uniform of employees are appealing always	0.856	2 <sup>nd</sup>	0.887	1 <sup>st</sup>	0.702	3 <sup>rd</sup>
10	The airline has efficient baggage handling mechanism	0.778	2 <sup>nd</sup>	0.869	1 <sup>st</sup>	0.678	3 <sup>rd</sup>
11	There is modern In -flight entertainment facilities (e.g Airline magazines, Audio/Movie options etc)	0.793	2 <sup>nd</sup>	0.822	1 <sup>st</sup>	0.527	3 <sup>rd</sup>
12	There is modern and comfort cushion chairs in the aircraft with clean facilities	0.759	2 <sup>nd</sup>	0.811	1 <sup>st</sup>	0.604	3 <sup>rd</sup>
13	The airline has quality and new aircrafts	0.711	2 <sup>nd</sup>	0.800	1 <sup>st</sup>	0.625	3 <sup>rd</sup>
14	Cabin Seat comfort with enough leg room	0.704	2 <sup>nd</sup>	0.738	1 <sup>st</sup>	0.629	3 <sup>rd</sup>
<b>EMPAHTY</b> (the provision of caring, individualized attention to customers)							
15	Airline staffs do give customers individual attention	0.748	2 <sup>nd</sup>	0.778	1 <sup>st</sup>	0.649	3 <sup>rd</sup>
16	Airline staffs always understand the specific needs of customers	0.756	2 <sup>nd</sup>	0.764	1 <sup>st</sup>	0.678	3 <sup>rd</sup>
17	Staffs have good communication skills	0.830	2 <sup>nd</sup>	0.844	1 <sup>st</sup>	0.727	3 <sup>rd</sup>
18	Provision of required service at the time promised	0.678	2 <sup>nd</sup>	0.749	1 <sup>st</sup>	0.576	3 <sup>rd</sup>
<b>RESPONSIVENESS</b> (the willingness to provide prompt service and help customers)							
19	Staff always speedily handle request/complaints	0.733	2 <sup>nd</sup>	0.822	1 <sup>st</sup>	0.600	3 <sup>rd</sup>
20	Capacity to respond to delayed flights	0.826	1 <sup>st</sup>	0.760	2 <sup>nd</sup>	0.498	3 <sup>rd</sup>
21	The airline is always willing to help passengers	0.726	2 <sup>nd</sup>	0.793	1 <sup>st</sup>	0.551	3 <sup>rd</sup>
22	Quick promptness to service by the staffs	0.700	2 <sup>nd</sup>	0.767	1 <sup>st</sup>	0.551	3 <sup>rd</sup>
<b>SATIAFACTION</b>							
23	Considering the Services that this airline offers; they are worth what I paid for	0.733	2 <sup>nd</sup>	0.782	1 <sup>st</sup>	0.576	3 <sup>rd</sup>
24	I feel satisfied with the quality of meals Served on-board	0.648	2 <sup>nd</sup>	0.807	1 <sup>st</sup>	0.625	3 <sup>rd</sup>
25	I feel satisfied with the airline overall service quality	0.752	2 <sup>nd</sup>	0.793	1 <sup>st</sup>	0.527	3 <sup>rd</sup>
26	In comparison to other airlines, am satisfied with the airline services.	0.737	2 <sup>nd</sup>	0.778	1 <sup>st</sup>	0.478	3 <sup>rd</sup>
27	My first flight experience with the airline exceeded my expectations	0.696	2 <sup>nd</sup>	0.746	1 <sup>st</sup>	0.506	3 <sup>rd</sup>
28	Am satisfied with this airline personnel	0.730	2 <sup>nd</sup>	0.778	1 <sup>st</sup>	0.629	3 <sup>rd</sup>
29	I would like to patronize this airline in the future	0.737	2 <sup>nd</sup>	0.782	1 <sup>st</sup>	0.531	3 <sup>rd</sup>
	Mean aggregate RII	0.760	2 <sup>nd</sup>	0.808	1 <sup>st</sup>	0.584	3 <sup>rd</sup>

Source: Author's Field work July, 2017.

Table 1 above shows the airlines respondents' level of satisfaction with Service quality attributes using Relative Importance Index method. The table shows that Virgin Atlantic services came first or ranked highest by respondents with mean aggregate RII value of 0.808. Moreover, British airways was ranked second with mean aggregate RII value of 0.760 in nearly all the services except in the capacity to respond to delay flights where it came first while Med-view airline was ranked third among the three airlines with mean aggregate RII value of 0.584. However, the higher the RII value the better the passenger satisfaction. The result of the study indicates that Virgin Atlantic respondent's shows highest level of passenger satisfaction than the other two airlines (British airways and Med-view airline). While British airways respondents' shows higher passenger satisfaction than Med-view airline respondents which shows the lowest level of passenger satisfaction.

Furthermore, services ranked highest are attributes of airline service quality that influences Passenger satisfaction, the table above shows British airways respondents' level of satisfaction with Service quality attributes. The table shows that "Appearance, attitude and uniform of employees are appealing always" is the most important attribute of service quality that influences British airways respondents' satisfaction with RII of 0.856 and have been ranked 1<sup>st</sup>. "The feel of safety and security each time passengers fly with the airline" and "The airline arrives and departs on-time always" were ranked second and third respectively, which indicates that these conditions met the passengers' expectations. The least important attribute of service quality that influences British airways respondents' satisfaction are "Provision of required service at the time promised" and "I feel satisfied with the quality of meals Served on-board" which were ranked least. The table shows that "Appearance, attitude and uniform of employees are appealing always" is the most important attribute of service quality that influences Virgin Atlantic respondents' satisfaction with RII of 0.887 and have been ranked 1<sup>st</sup>. "The airline efficient baggage handling mechanism" and "The flight attendants are courteous always" was ranked second and third respectively, which indicates that these conditions met the passengers' expectations. The least important attribute of service quality that influences Virgin Atlantic respondents' satisfaction are "My first flight experience with the airline exceeded my expectations" and "Cabin Seat comfort with enough leg room" were ranked least.

Finally, the table shows that "Good communication skills of the airline staff" is the most important attribute of service quality that influences Med-view airline respondents' satisfaction with RII of 0.727 and have been ranked 1<sup>st</sup>. "Appearance, attitude and uniform of employees are appealing always" and "The flight attendants are courteous always" were ranked second and third respectively, which indicates that these conditions met the passengers' expectations. The least important attribute of service quality that influences Med-view airline respondents' satisfaction are "In comparison to other airlines, am satisfied with the airline services", "The airline do meet special needs of customers" and "Quickness, Sincerity and patience at which problems are resolved" were ranked least. Moreover, the airlines need to maintain their services on those attributes ranked high and improve their services on those attributes ranked low.

**Table 2** Comparison of First ten ranked attributes of airline service quality that influences Passenger satisfaction

S/N		Virgin Atlantic		British Airways		Med-view Airline	
		RII	Rank	RII	Rank	RII	Rank
1	Appearance, attitude and uniform of employees are appealing always.	0.887	1 <sup>st</sup>	0.856	1 <sup>st</sup>	0.702	2 <sup>nd</sup>
2	The airline has efficient baggage handling mechanism.	0.869	2 <sup>nd</sup>	-	-	-	-
3	The flight attendants are courteous always.	0.866	3 <sup>rd</sup>	0.819	7 <sup>th</sup>	0.698	3 <sup>rd</sup>
4	Behaviors of Staffs instill confidence in customers.	0.866	3 <sup>rd</sup>	0.804	9 <sup>th</sup>	0.625	10 <sup>th</sup>
5	The airline arrives and departs on-time always.	0.858	5 <sup>th</sup>	0.837	3 <sup>rd</sup>	-	-
6	Staffs have knowledge to answer questions.	0.855	6 <sup>th</sup>	0.822	6 <sup>th</sup>	-	-
7	I feel safe and secure each time I fly with the airline.	0.851	7 <sup>th</sup>	0.841	2 <sup>nd</sup>	0.629	7 <sup>th</sup>
8	Quickness, Sincerity and patience at which problems are resolved.	0.844	8 <sup>th</sup>	0.815	8 <sup>th</sup>	-	-
9	Staffs have good communication skills.	0.844	8 <sup>th</sup>	0.830	4 <sup>th</sup>	0.727	1 <sup>st</sup>
10	There is modern In -flight entertainment facilities (e.g Airline magazines, Audio/Movie options etc).	0.822	10 <sup>th</sup>	0.793	10 <sup>th</sup>	-	-
11	Capacity to respond to delayed flights.	-	-	0.826	5 <sup>th</sup>	-	-
12	The airline has efficient baggage handling mechanism.	-	-	-	-	0.678	4 <sup>th</sup>
13	Airline staffs always understand the specific needs of	-	-	-	-	0.678	4 <sup>th</sup>



customers.

14	Airline staffs do give customers individual attention.	-	-	-	-	0.649	6 <sup>th</sup>
15	Am satisfied with this airline personnel	-	-	-	-	0.629	7 <sup>th</sup>
16	Cabin Seat comfort with enough leg room	-	-	-	-	0.629	7 <sup>th</sup>
17	The airline has quality and new aircrafts	-	-	-	-	0.625	10 <sup>th</sup>
18	I feel satisfied with the quality of meals Served on-board	-	--	-	-	0.625	10 <sup>th</sup>

Source: Author's Field work July, 2017.

Table 2 above shows ranking of the service quality attributes within each airline (full table in appendix1) which helps to know which service(s) is/are ranked highly important and least important by each airlines respondents'. The common attributes to the three Airlines from 1<sup>st</sup> to 10<sup>th</sup> Ranking are: 'I feel safe and secure each time I fly with the airline', 'Appearance, attitude and uniform of employees are appealing always', 'The flight attendants are courteous always', 'Behavior of Staffs instills confidence in customers', 'Staffs have good communication skills'. The common attributes to Virgin Atlantic and British Airlines from 1<sup>st</sup> to 10<sup>th</sup> Ranking are: 'The airline arrives and departs on-time always', 'Staffs have knowledge to answer questions', 'Quickness, Sincerity and patience at which problems are resolved', 'There are modern In-flight entertainment facilities (e.g Airline magazines, Audio/Movie options etc.)'. The common attribute(s) to Virgin Atlantic and Med-view Airlines from 1<sup>st</sup> to 10<sup>th</sup> Ranking is: 'The airline has efficient baggage handling mechanism'. The common attributes to the three airlines from 1<sup>st</sup> to 10<sup>th</sup> Ranking are of paramount importance to Nigeria aviation market.

#### 4. CONCLUSION AND RECOMMENDATIONS

The aim of this research is to conduct a comparative study of passenger satisfaction and service quality in Nigeria among the considered airlines (Virgin Atlantic, British airways and Med-view airline). The research was based on assessing the level of passenger satisfaction on the airline service quality attributes/dimensions. However, both Virgin Atlantic and British airways shows a great prowess in their services on Nigeria route to London which makes them to be ranked first and second respectively in their services, while Med-view airline a nascent airline is ranked third. However, the common attributes to the three Airlines from 1<sup>st</sup> to 10<sup>th</sup> ranking which are: 'I feel safe and secure each time I fly with the airline', 'Appearance, attitude and uniform of employees are appealing always', 'The flight attendants are courteous always', 'Behavior of Staffs instills confidence in customers', and 'Staffs have good communication skills' are germane services on London to Nigeria route that the airlines must not lower their performance on such services.

The federal government in coordination with the Ministry of Aviation need to establish a viable National Carrier to serve Nigerians and also encourage new entrants into both domestic and international flight operations. Moreover, in establishing the National carrier, structures and frameworks need to be put in place to ensure good quality services were offered to passengers and services ranked as importance in this research should be giving optimum consideration for better service delivery and inturn excellent passenger satisfaction.

#### Appendix

##### Airlines satisfaction ranking comparison

S/N	Modified SERVQUAL Attributes and Questions	RII (British Airway)	Ranking	RII (Virgin Atlantic)	Ranking	RII (Med-view Airline)	Ranking
<b>RELIABILITY</b>							
(the ability to perform the desired service dependably, accurately, and consistently)							
1	The airline arrives and depart on-time always	0.837	3 <sup>rd</sup>	0.858	5 <sup>th</sup>	0.502	24 <sup>th</sup>
2	The airline do meet special needs of customers	0.700	25 <sup>th</sup>	0.804	14 <sup>th</sup>	0.478	27 <sup>th</sup>
3	Consistent ground/in-flight services	0.759	12 <sup>th</sup>	0.804	14 <sup>th</sup>	0.502	24 <sup>th</sup>
4	Quickness, Sincerity and patience at which problems are resolved	0.815	8 <sup>th</sup>	0.844	8 <sup>th</sup>	0.420	29 <sup>th</sup>
<b>ASSURANCE</b>							
(employees' knowledge, courtesy, and ability to convey trust and confidence)							
5	I feel safe and secure each time I fly with the airline	0.841	2 <sup>nd</sup>	0.851	7 <sup>th</sup>	0.629	7 <sup>th</sup>



6	Staffs have knowledge to answer questions	0.822	6 <sup>th</sup>	0.855	6 <sup>th</sup>	0.604	13 <sup>th</sup>
7	Behavior of Staffs instill confidence in customers	0.804	9 <sup>th</sup>	0.866	3 <sup>rd</sup>	0.625	10 <sup>th</sup>
8	The flight attendants are courteous always	0.819	7 <sup>th</sup>	0.866	3 <sup>rd</sup>	0.698	3 <sup>rd</sup>
<b>TANGIBLES</b> ( the physical facilities, equipment, appearance of personnel)							
9	Appearance, attitude and uniform of employees are appealing always	0.856	1 <sup>st</sup>	0.887	1 <sup>st</sup>	0.702	2 <sup>nd</sup>
10	The airline has efficient baggage handling mechanism	0.778	11 <sup>th</sup>	0.869	2 <sup>nd</sup>	0.678	4 <sup>th</sup>
11	There is modern In -flight entertainment facilities (e.g Airline magazines, Audio/Movie options etc)	0.793	10 <sup>th</sup>	0.822	10 <sup>th</sup>	0.527	21 <sup>st</sup>
12	There is modern and comfort cushion chairs in the aircraft with clean facilities	0.759	12 <sup>th</sup>	0.811	12 <sup>th</sup>	0.604	13 <sup>th</sup>
13	The airline has quality and new aircrafts	0.711	23 <sup>rd</sup>	0.800	16 <sup>th</sup>	0.625	10 <sup>th</sup>
14	Cabin Seat comfort with enough leg room	0.704	24 <sup>th</sup>	0.738	29 <sup>th</sup>	0.629	7 <sup>th</sup>
<b>EMPAHTY</b> (the provision of caring, individualized attention to customers)							
15	Airline staffs do give customers individual attention	0.748	16 <sup>th</sup>	0.778	21 <sup>st</sup>	0.649	6 <sup>th</sup>
16	Airline staffs always understand the specific needs of customers	0.756	14 <sup>th</sup>	0.764	25 <sup>th</sup>	0.678	4 <sup>th</sup>
17	Staffs have good communication skills	0.830	4 <sup>th</sup>	0.844	8 <sup>th</sup>	0.727	1 <sup>st</sup>
18	Provision of required service at the time promised	0.678	28 <sup>th</sup>	0.749	27 <sup>th</sup>	0.576	16 <sup>th</sup>
<b>RESPONSIVENESS</b> (the willingness to provide prompt service and help customers)							
19	Staff always speedily handle request/complaints	0.733	19 <sup>th</sup>	0.822	10 <sup>th</sup>	0.600	15 <sup>th</sup>
20	Capacity to respond to delayed flights	0.826	5 <sup>th</sup>	0.760	26 <sup>th</sup>	0.498	26 <sup>th</sup>
21	The airline is always willing to help passengers	0.726	22 <sup>nd</sup>	0.793	17 <sup>th</sup>	0.551	18 <sup>th</sup>
22	Quick promptness to service by the staffs	0.700	25 <sup>th</sup>	0.767	24 <sup>th</sup>	0.551	18 <sup>th</sup>
<b>SATIAFACTION</b>							
23	Considering the Services that this airline offers; they are worth what I paid for	0.733	19 <sup>th</sup>	0.782	19 <sup>th</sup>	0.576	16 <sup>th</sup>
24	I feel satisfied with the quality of meals Served on-board	0.648	29 <sup>th</sup>	0.807	13 <sup>th</sup>	0.625	10 <sup>th</sup>
25	I feel satisfied with the airline overall service quality	0.752	15 <sup>th</sup>	0.793	17 <sup>th</sup>	0.527	21 <sup>st</sup>
26	In comparison to other airlines, am satisfied with the airline services.	0.737	17 <sup>th</sup>	0.778	21 <sup>st</sup>	0.478	27 <sup>th</sup>
27	My first flight experience with the airline exceeded my expectations	0.696	27 <sup>th</sup>	0.746	28 <sup>th</sup>	0.506	23 <sup>rd</sup>
28	Am satisfied with this airline personnel	0.730	21 <sup>st</sup>	0.778	21 <sup>st</sup>	0.629	7 <sup>th</sup>
29	I would like to patronize this airline in the future	0.737	17 <sup>th</sup>	0.782	19 <sup>th</sup>	0.531	20 <sup>th</sup>

Source: Author's Field work July, 2017.

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